

Italy Fragrances Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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Summary

Fragrances in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The fragrances market consists of the sale of male, female and unisex fragrances. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates.

The Italian Fragrances market had total revenues of \$1,376.2 million in 2022, representing a compound annual growth rate (CAGR) of -2.2% between 2017 and 2022.

Market consumption volumes declined with a CAGR of -4.1% between 2017 and 2022, to reach a total of 21.2 million units in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.9% for the five-year period 2022 %li%2027, which

is expected to drive the market to a value of \$1,588.4 million by the end of 2027.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the fragrances market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in Italy

Leading company profiles reveal details of key fragrances market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy fragrances market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Italy fragrances market by value in 2022?

What will be the size of the Italy fragrances market in 2027?

What factors are affecting the strength of competition in the Italy fragrances market?

How has the market performed over the last five years?

What are the main segments that make up Italy's fragrances market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Italian fragrances market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies market shares have suffered in the last 5 years (2017-2022)?
- 7.5. What are the most popular brands in the Italian fragrances market?

8 COMPANY PROFILES

- 8.1. L'Oreal SA
- 8.2. Paco Rabanne SAS
- 8.3. Chanel Inc
- 8.4. LVMH Moet Hennessy Louis Vuitton SA

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Italy fragrances market value: \$ million, 2017-22
- Table 2: Italy fragrances market volume: million units, 2017-22
- Table 3: Italy fragrances market category segmentation: % share, by value, 2017-2022
- Table 4: Italy fragrances market category segmentation: \$ million, 2017-2022
- Table 5: Italy fragrances market geography segmentation: \$ million, 2022
- Table 6: Italy fragrances market distribution: % share, by value, 2022
- Table 7: Italy fragrances market value forecast: \$ million, 2022-27
- Table 8: Italy fragrances market volume forecast: million units, 2022-27
- Table 9: Italy fragrances market share: % share, by value, 2022
- Table 10: L'Oreal SA: key facts
- Table 11: L'Oreal SA: Annual Financial Ratios
- Table 12: L'Oreal SA: Key Employees
- Table 13: L'Oreal SA: Key Employees Continued
- Table 14: Paco Rabanne SAS: key facts
- Table 15: Paco Rabanne SAS: Key Employees
- Table 16: Chanel Inc: key facts
- Table 17: Chanel Inc: Key Employees
- Table 18: LVMH Moet Hennessy Louis Vuitton SA: key facts
- Table 19: LVMH Moet Hennessy Louis Vuitton SA: Annual Financial Ratios
- Table 20: LVMH Moet Hennessy Louis Vuitton SA: Key Employees
- Table 21: LVMH Moet Hennessy Louis Vuitton SA: Key Employees Continued
- Table 22: Italy size of population (million), 2018-22
- Table 23: Italy gdp (constant 2005 prices, \$ billion), 2018-22
- Table 24: Italy gdp (current prices, \$ billion), 2018-22
- Table 25: Italy inflation, 2018-22
- Table 26: Italy consumer price index (absolute), 2018-22
- Table 27: Italy exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

Figure 1: Italy fragrances market value: \$ million, 2017-22

Figure 2: Italy fragrances market volume: million units, 2017-22

Figure 3: Italy fragrances market category segmentation: \$ million, 2017-2022

Figure 4: Italy fragrances market geography segmentation: % share, by value, 2022

Figure 5: Italy fragrances market distribution: % share, by value, 2022

Figure 6: Italy fragrances market value forecast: \$ million, 2022-27

Figure 7: Italy fragrances market volume forecast: million units, 2022-27

Figure 8: Forces driving competition in the fragrances market in Italy, 2022

Figure 9: Drivers of buyer power in the fragrances market in Italy, 2022

Figure 10: Drivers of supplier power in the fragrances market in Italy, 2022

Figure 11: Factors influencing the likelihood of new entrants in the fragrances market in Italy, 2022

Figure 12: Factors influencing the threat of substitutes in the fragrances market in Italy, 2022

Figure 13: Drivers of degree of rivalry in the fragrances market in Italy, 2022

Figure 14: Italy fragrances market share: % share, by value, 2022

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